

# 2019

## STATE OF OUR HEALTH

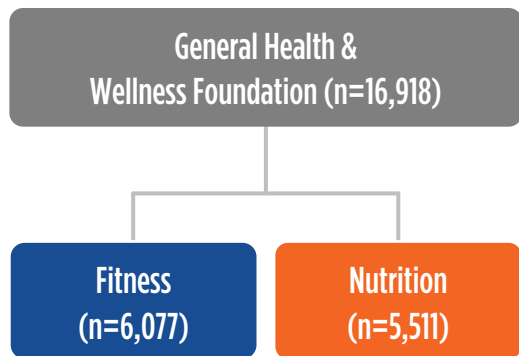
### MILLENNIAL DADS & FITNESS



**MURPHY**  
RESEARCH

## STATE OF OUR HEALTH

- Continuous tracker
- n=1,000 respondents per month since July 2018
- 45 min. survey
- Age 13+, rep to U.S. Census
- Survey Outline:



## SUBGROUP DEEP-DIVE: MILLENNIAL DADS

- 30 min. In-Depth Interviews with Millennial Dads
- Analysis of 4 subgroups by generation and parental status



**Millennial Dads**  
n=809



**Millennials without Kids**  
n=2,211



**Millennial Moms**  
n=1,625



**Non-Millennial Parents\***  
n=2,222



## CHAPTER 1:

# Who is the Millennial Dad, and what is his impact?

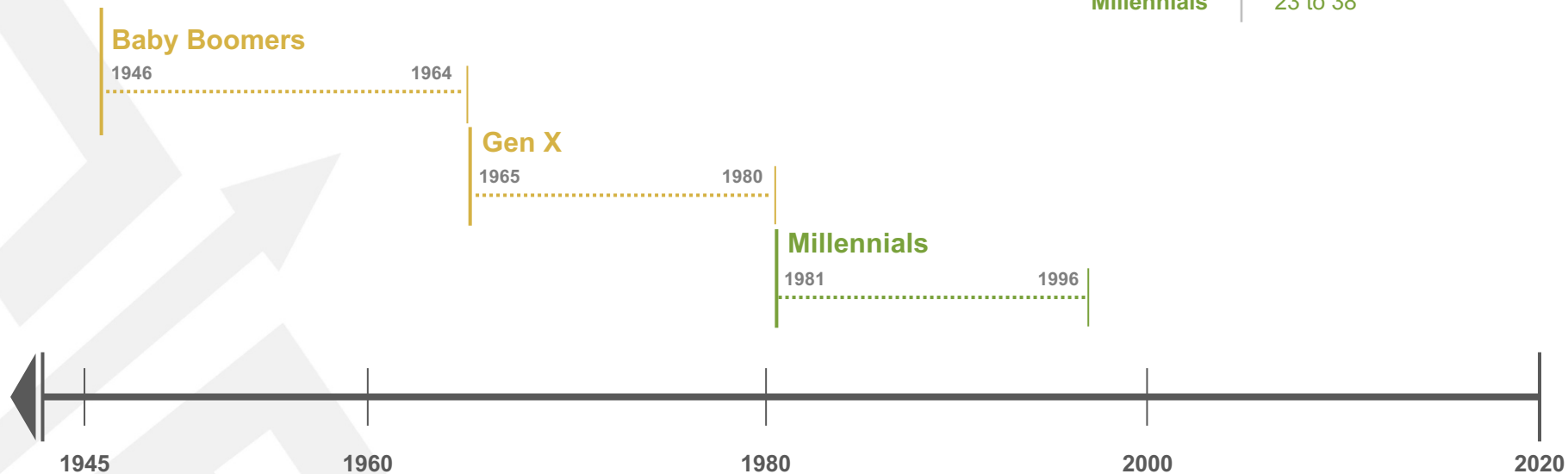


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# WHO ARE MILLENNIALS?



GENERATION	CURRENT AGES
Baby Boomers	55 to 73
Gen X	39 to 54
Millennials	23 to 38







Pew Research Center

MARCH 1, 2018



## Millennials projected to overtake Baby Boomers as America's largest generation

BY RICHARD FRY



United States - Journal of Academy of Business and Economics - Vol. 9 Nbr. 3, March 2009

**Are Generation Y (Millennial) consumers brand loyal and is their buying behavior affected in an economic recession? A preliminary study.**

United States - Journal of Academy of Business and Economics - Vol. 9 Nbr. 3, March 2009

Are C  
econ

THE BRANDING GAME

## Study: Millennials Are the Most Brand-Loyal Generation

Thanks to--you guessed it--social media, brand loyalty is higher than ever among the generation advertisers can't get enough of.

in f 



United States - Journal of Academy of Business and Economics - Vol. 9 Nbr. 3, March 2009

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THE BRANDING GAME

**Marketing**Daily

RESEARCH

# Millennial Parents Are More Brand-Loyal Than Other Parents

by **Karlene Lukovitz** @KLmarketdaily, May 1, 2018

United States - Journal of Academy of Business and Economics - Vol. 9 Nbr. 3, March 2009

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THE BRANDING GAME

MarketingDaily

**Forbes**

Billionaires

Innovation

Leadership

Money

Business

Small Business

Lifestyle

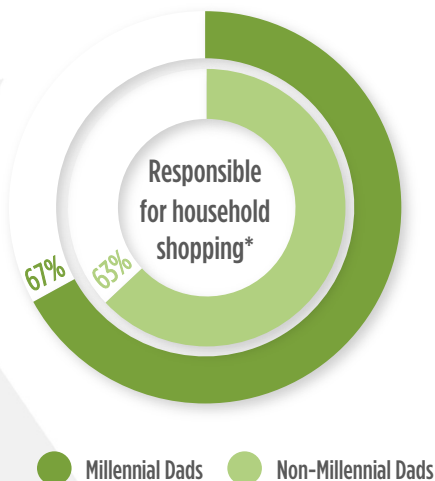
10,566 views | Aug 21, 2017, 11:00am

# A Look Into The Lives Of Millennial Parents: What Brands Need To Know

# WHAT IS THE IMPACT OF MILLENNIAL DADS?



5% of the total U.S. Population are Millennial Dads (15,437,266)



In 2018, *The Marketing Insider* found **Millennial Dads to be more hands-on in shopping, housework, and household purchasing decisions** compared to dads in other generations.\*\*

A 2016 study released by Ibotta found the **number of grocery purchases by Millennial Dads has increased by 62%** since 2013, and they purchase 25% more groceries than dads in older generations.\*\*

Base: Market Sizing (n=16,918), Millennial Dads (n=809).

\*Source: Murphy Research Syndicated Shopper Study 2019. S6. Which of the following best describes your level of responsibility for shopping in your household?

Base: Millennial Dads (n=246), Non-Millennial Dads (n=328)

\*\*Sources: The Marketing Insider; Ibotta











*I see health and fitness as almost one and the same. What I eat directly affects my physical health, which in turn affects my fitness and mental health... It's all intertwined. I value healthy foods, organic if I can afford it... I tend to do most of my exercise outside and don't like to do repetitive things at the gym because I find it boring.*

-Matt, 33

## MILLENNIAL DADS PROFILE



		MILLENNIAL DADS	MILLENNIAL MOMS	MILLENNIALS W/OUT KIDS	NON-MILLENNIAL PARENTS
Employed		92%	51%	72%	69%
Married		73%	64%	22%	69%
College Graduate		59%	40%	47%	56%
Average Household Income		\$87K	\$60K	\$58K	\$81K
Urban Neighborhood		48%	27%	34%	29%
Hispanic/Latino		30%	17%	19%	15%



*I see health and fitness as almost one and the same. What I eat directly affects my physical health, which in turn affects my fitness and mental health... It's all intertwined. I value healthy foods, organic if I can afford it... I tend to do most of my exercise outside and don't like to do repetitive things at the gym because I find it boring.*

-Matt, 33

## MILLENNIAL DADS PROFILE (CONT'D)



### Highly Fitness Engaged

Millennial Dads

64%

Millennial Moms:

54%

Millennials without Kids:

58%

Non-Millennial Parents:

60%



### Highly Nutrition Engaged

Millennial Dads

66%

Millennial Moms:

66%

Millennials without Kids:

62%

Non-Millennial Parents:

69%

## CHAPTER 2:

# Millennial Dads are Highly Engaged in Fitness and Nutrition

“ Diabetes runs in my family. When my kids see my brother taking insulin, I want them to know how that came about... My wife ate very healthy growing up, so we try to buy healthy foods and make sure [the kids] understand that what they put into their bodies might not affect them today, but it could down the road.

-Josh, 36

“ Exercising is important to me because it increases my energy level – it's more than just fitness... Being physically active gives you more energy and lets you tackle the day more efficiently.

-Dan, 33






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## Top Health Goals

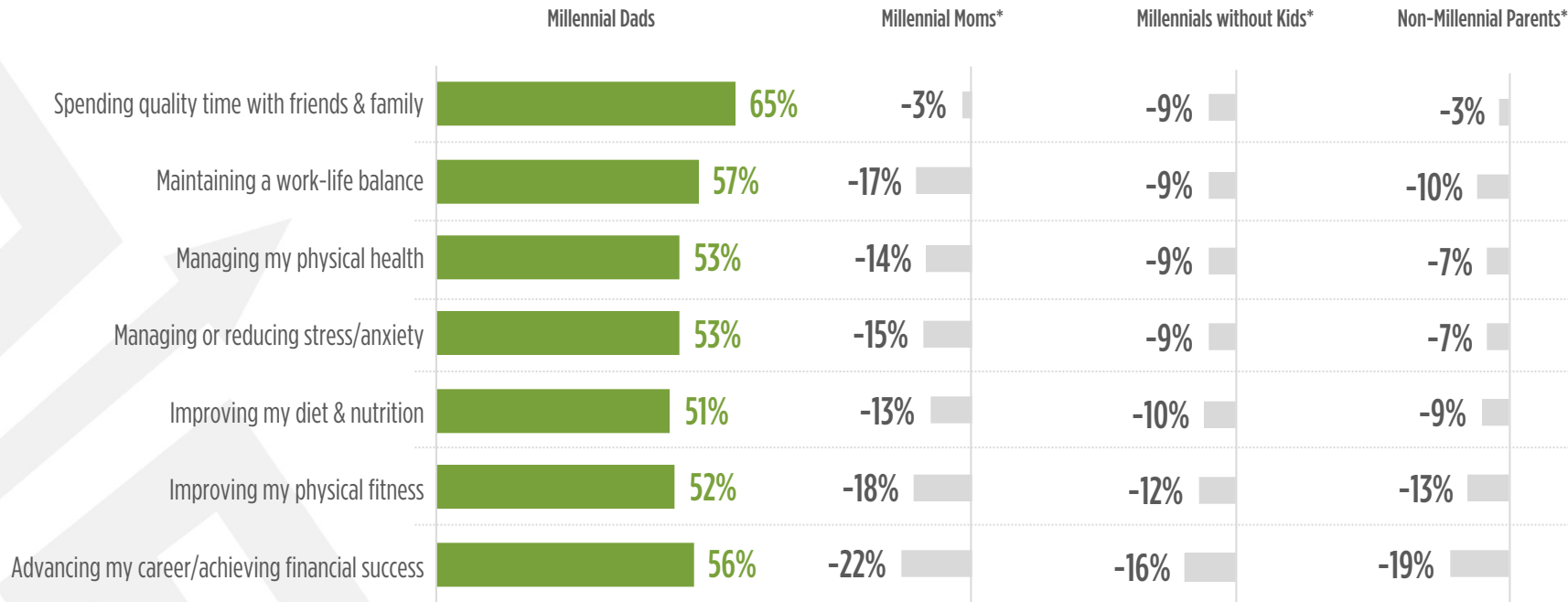


Millennial Dads	Millennial Moms	Millennials without Kids	Non-Millennial Parents
Spending quality time with friends/family	Spending quality time with friends/family	Managing or reducing stress/anxiety	Spending quality time with friends/family
<b>Maintaining a work-life balance</b>	Managing or reducing stress/anxiety	Spending quality time with friends/family	Managing physical health
Managing physical health 	<b>Managing weight</b>	<b>Improving mental health</b>	Managing or reducing stress/anxiety
Managing or reducing stress/anxiety	Managing physical health	Managing physical health	<b>Managing weight</b>
Improving diet & nutrition 	<b>Improving mental health</b>	Improving physical fitness	Improving diet & nutrition
Improving physical fitness 	Improving diet & nutrition	Advancing career/achieving financial success	Improving physical fitness
<b>Advancing career/achieving financial success</b>	Improving physical fitness	<b>Managing my weight</b>	Maintaining a work-life balance

# Self-Rated Performance Against Goals

(% graded A/B)

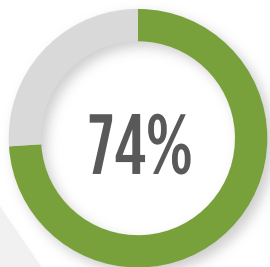
Ranked in order of importance for Millennial Dads



Base: Millennial Dads (n=809), Millennial Moms (n=1,625), Millennials without Kids (n=2,211), Non-Millennial Parents (n=2,222)

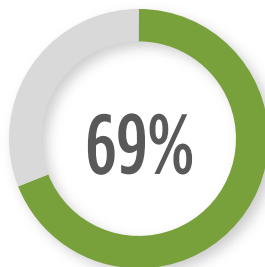
S9. What letter grade would you give yourself on each of the following areas?

\*Percentages shown indicate performance differences compared to Millennial Dads.



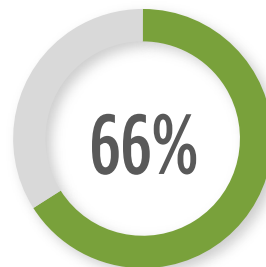
I find ways to stay active all throughout my day

Millennials without Kids: 64%



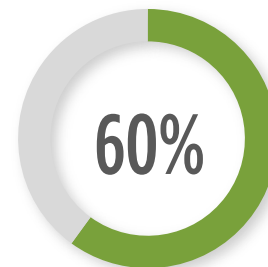
I look forward to my workouts

Millennials without Kids: 48%



The best part of working out is spending time outside

Millennials without Kids: 53%



I am very regimented about my workout routine

Millennials without Kids: 46%

“

*I was tired and exhausted all the time, but running gave me more energy. I figured if I kept that up I would have more energy in general.*

—Ryan, 35

”

“

*I grew up working out with my dad, so working out with my son is definitely something that's important to me and that I look forward to.*

—Jay, 35

”

“

*You know the picture of the person finishing a race, where you're hitting the ticker tape? For me, that's the beginning. When I'm leaving the house, those first couple steps outside make me feel like I'm finally free.*

—Jay, 35

”

“

*Volleyball is twice a week, every week. Gym is once a week consistently for the last few months. I find that having a routine makes it easier for me to motivate myself to go workout.*

—Dan, 33

”



### Fitness Spending Attitudes

(strongly/somewhat agree)



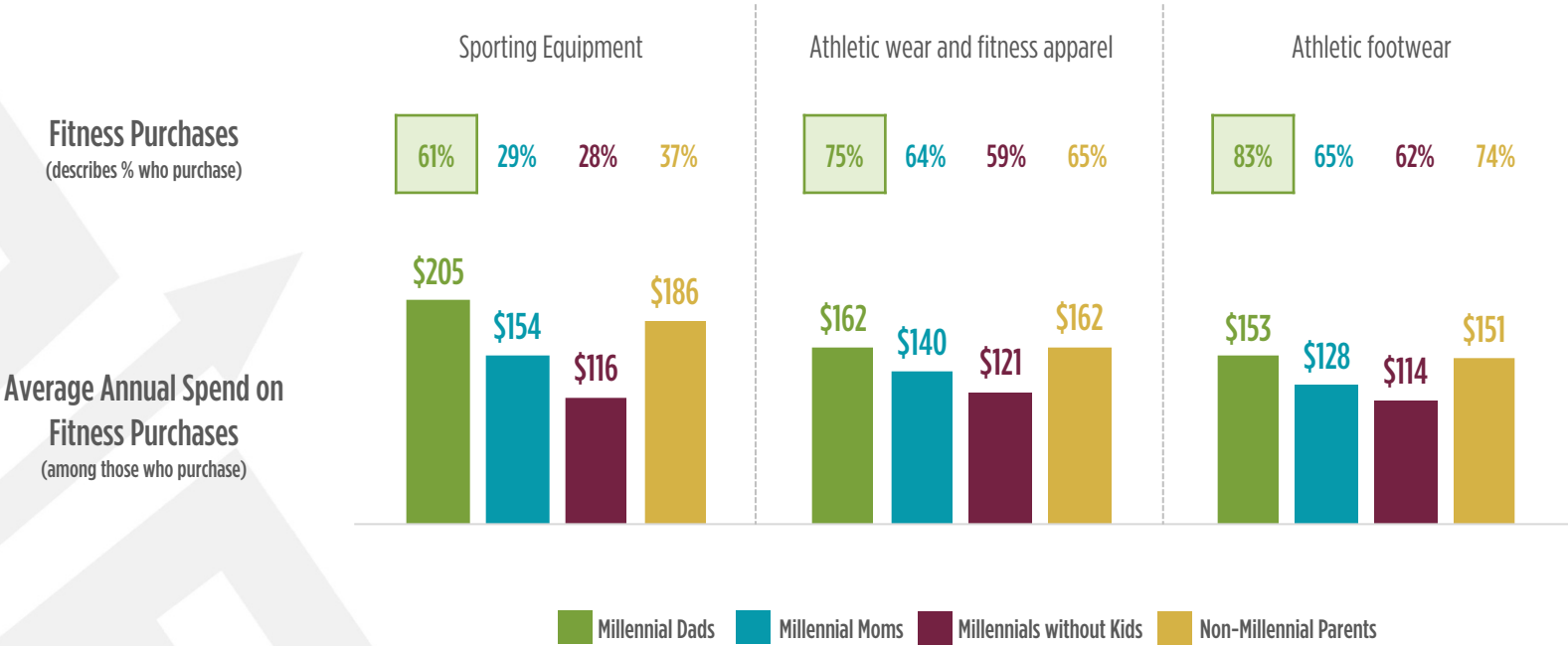
“

*Running shoes have a lifespan to them and since I'm running so frequently, the cushion breaks down and becomes softer and weaker. You don't have the support anymore. **If I don't get new shoes or I get lower quality shoes** or wear them past their prime, I'll start to get injured. My knees will hurt, I'll get shin splints, and just feel soreness on my feet and my joints. Then I'm more likely to skip runs, or my speed and **performance goes downhill.***

-Ryan, 35

”

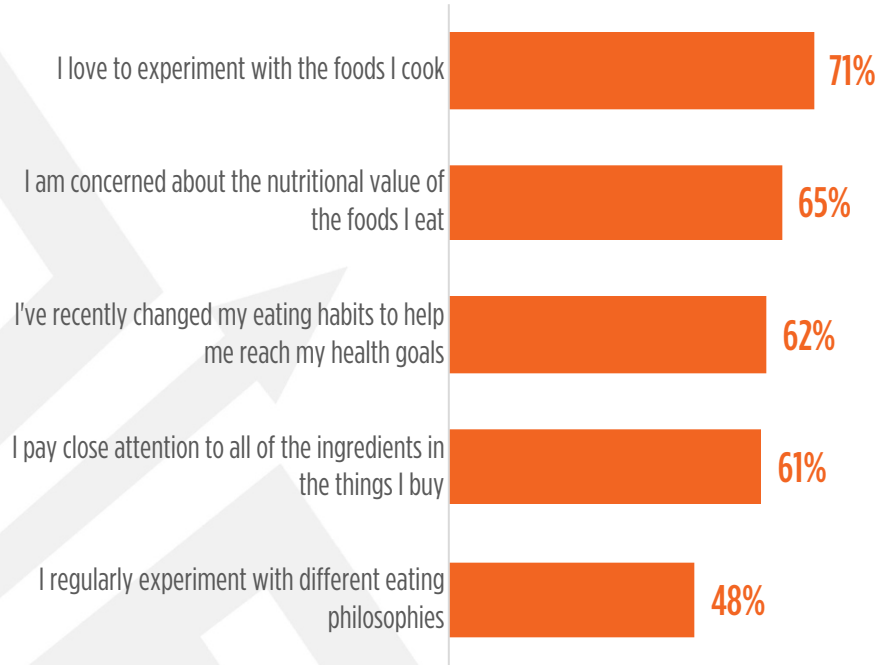
MILLENNIAL DADS PURCHASE & SPEND MORE ON FITNESS PRODUCTS COMPARED TO OTHER GROUPS



Base: Fitness Path: Millennial Dads (n=233), Millennial Moms (n=445), Millennials without Kids (n=608), Non-Millennial Parents (n=655)  
FIT24. Approximately how much do you spend annually on each of the following?

## Nutrition Attitudes

(strongly/somewhat agree)



“



*Eating healthy means making sure that I am eating things that are going to take care of my body, that give me energy to keep up with my son, and make me look and feel good. It's also about longevity.*

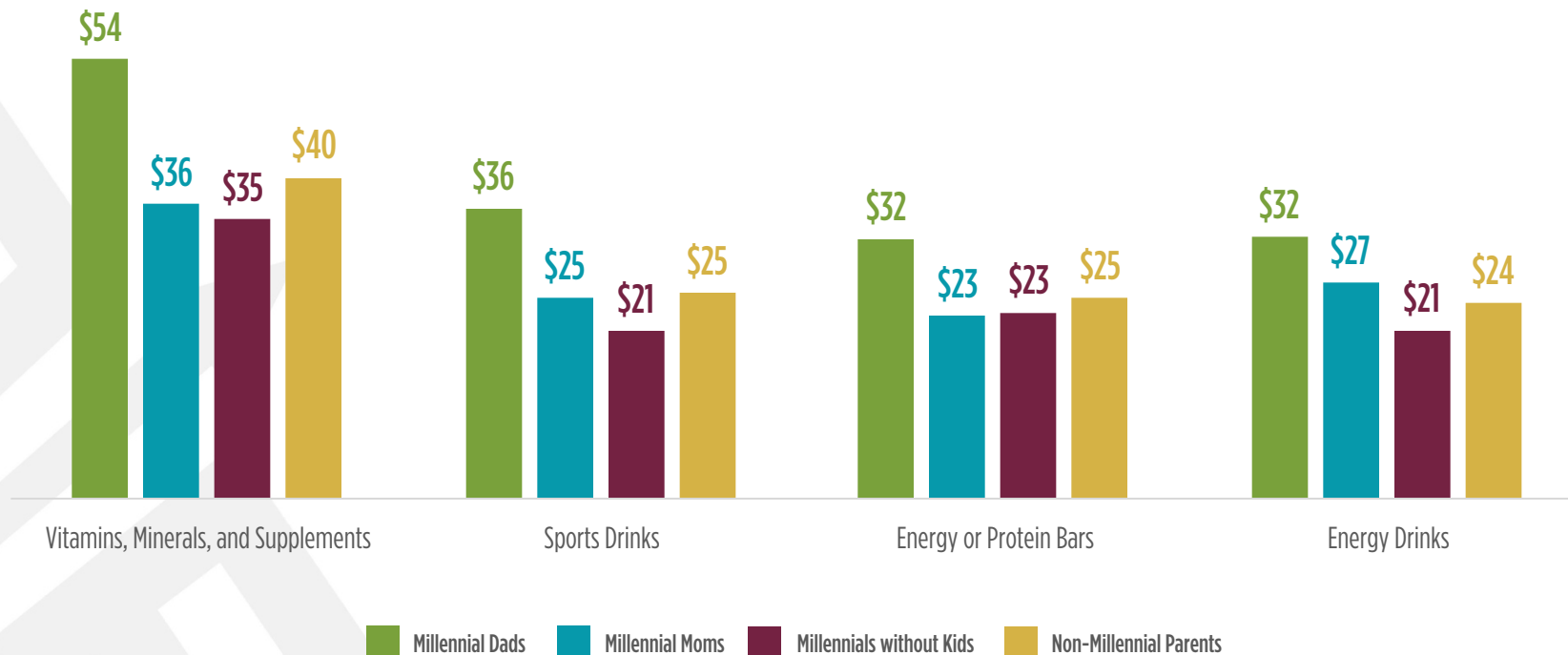
-Jay, 35

”

# MILLENNIAL DADS SPEND MORE ON NUTRITION-RELATED PRODUCTS COMPARED TO OTHERS



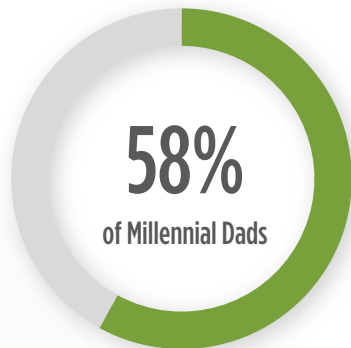
Average Monthly Spend on Nutrition Products\*



Base: Nutrition Path: Millennial Dads (n=196), Millennial Moms (n=477), Millennials without Kids (n=587), Non-Millennial Parents (n=652)

NUTRI9. Approximately how much do you spend on each of the following per month?

\*Data describes average monthly spend among those who purchase. Millennial Dads and others purchase the above items at similar frequencies.

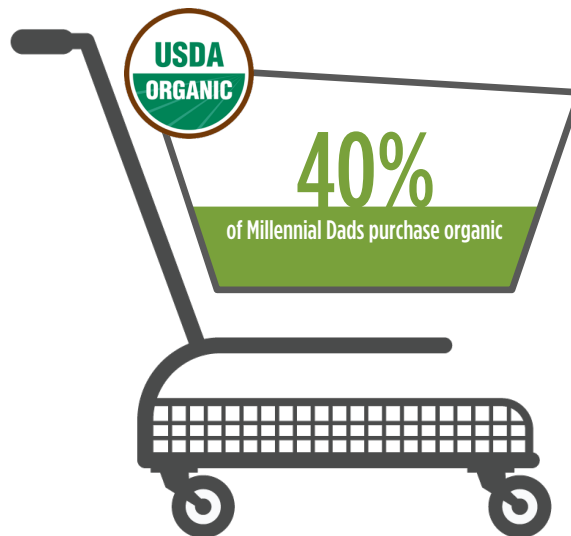


Think it's important to buy organic food as much as possible

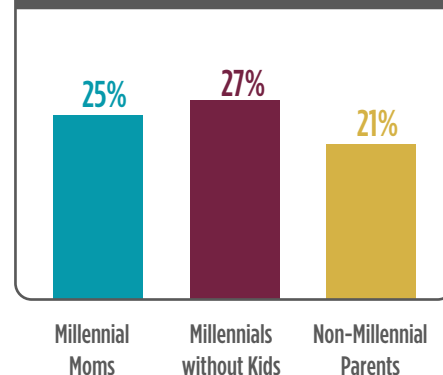


“ If we go out to eat, we aren't hard and fast about meat being organic, but the vast majority of our groceries are organic. There's a lot of literature that supports that long-term exposure to pesticides can be genetically altering. ”

-Dan, 33

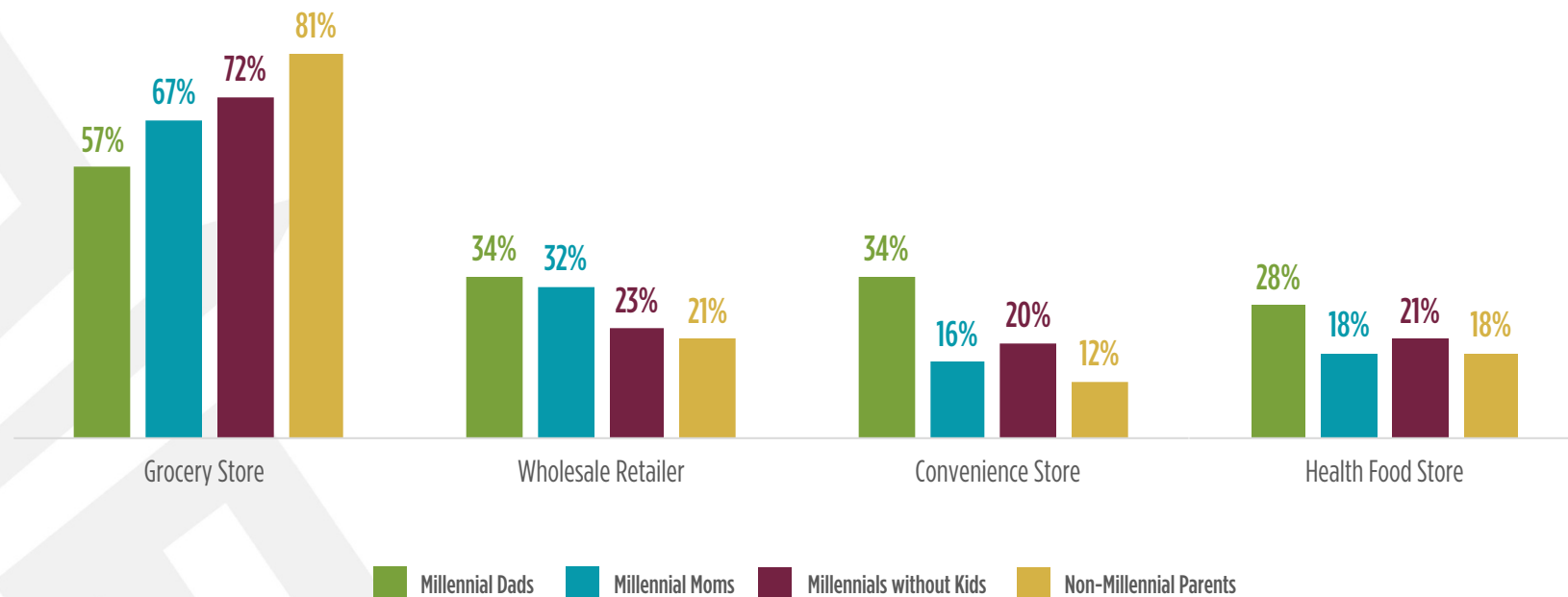


Others are significantly less likely to buy organic





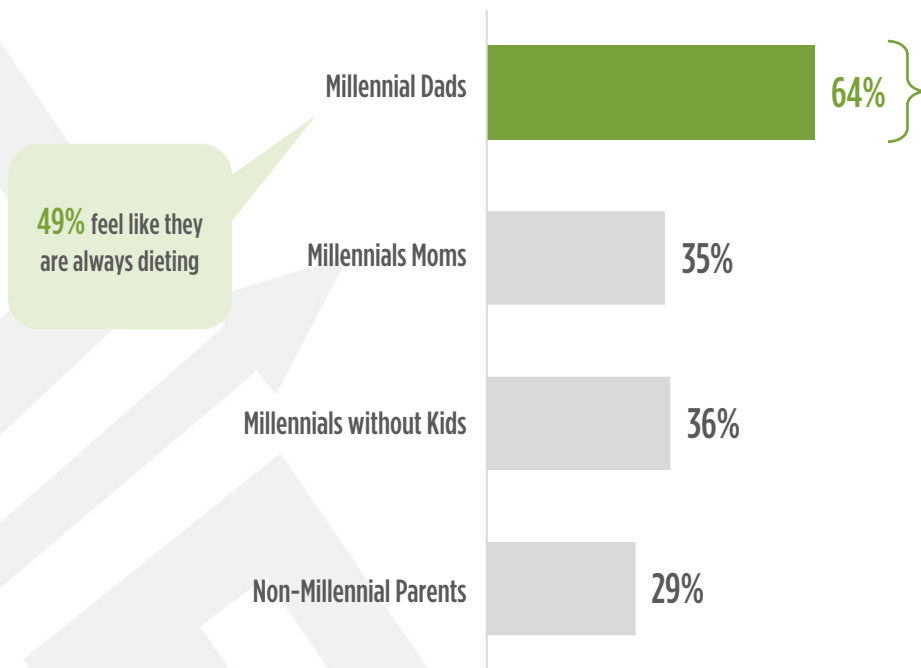
## Shopping Location



# MILLENNIAL DADS ARE MORE LIKELY TO FOLLOW A FORMAL FOOD PLAN



## Follow a Formal Food Plan



## Top Food Plans Followed



Base: Nutrition Path: Millennial Dads (n=196), Millennial Moms (n=477), Millennials without Kids (n=587), Non-Millennial Parents (n=652); Follow Formal Food Plan: Millennial Dads (n=126)

NUTR2. Please indicate the extent to which each of the following sources influence your eating habits, if at all.

NUTR14. What formal food plan do you follow?

## Meal Planning

(describes always/most of the time)

	Millennial Dads	Millennial Moms	Millennials without Kids	Non-Millennial Parents
<b>Breakfast</b> 	57%	30%	35%	32%
<b>Lunch</b> 	59%	35%	42%	36%
<b>Dinner</b> 	68%	75%	61%	73%
<b>Snacks</b> 	43%	25%	28%	24%

Millennial Dads who follow formal food plans are more likely to plan breakfast and lunch in advance than those who don't follow a formal food plan.



“

[Meal planning] just became a habit, not having to rush the next day or trying to come up with something last minute. We also try to plan everything [the kids] need for lunch so we're not rushing in the morning before school.

-Josh, 36

”

## CHAPTER 3:

# Millennial Dads Face Fewer Barriers to Achieving their Goals

“ Price hasn't really been too much of a factor [in choosing what foods to incorporate in my diet], it's mainly what can fit into a meal within your standard food pyramid.

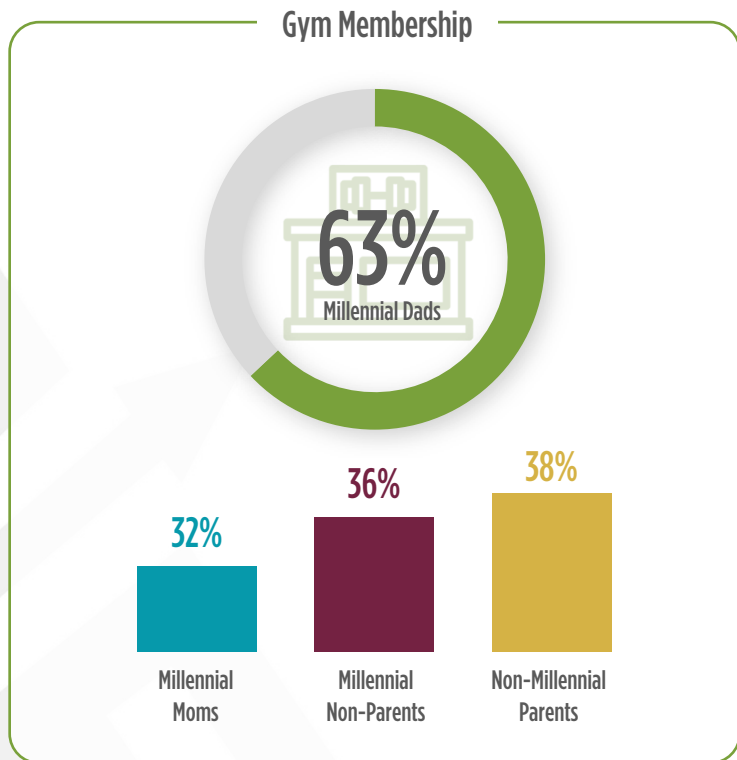
-Dan, 33

“ I love [exercise]. For me, the standard workout is an hour run and it's super simple. I just wear shorts and shirt and a pair of running shoes and I can be anywhere in the world and go out and be outside.

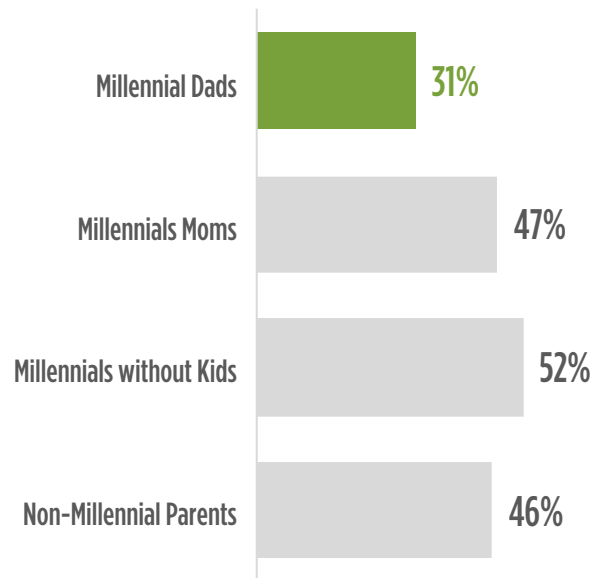
-Jay, 35



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### Importance in Selecting a Gym: Low Membership Fee



Base: Fitness Path: Millennial Dads (n=233), Millennial Moms (n=445), Millennials without Kids (n=608), Non-Millennial Parents (n=655); Has Gym Membership: Millennial Dads (n=147), Millennial Moms (n=144), Millennials without Kids (n=217), Non-Millennial Parents (n=250)

FIT25. Do you have a gym membership?

FIT28. Which of the following reasons are/were the most influential in your gym selection?

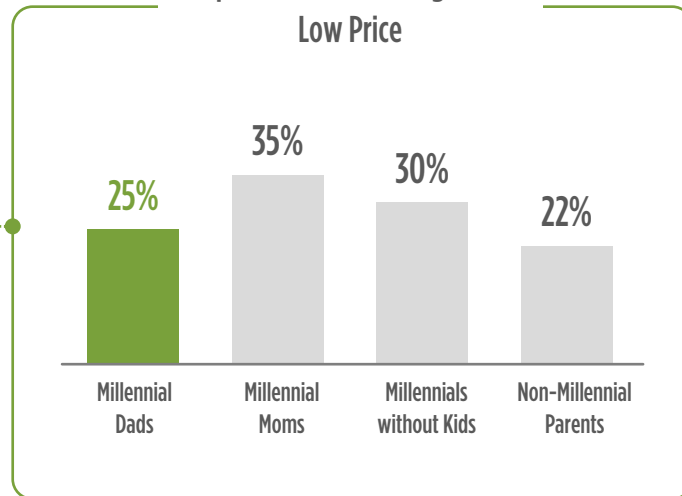
# MILLENNIAL DADS ARE LESS LIKELY TO FACE FINANCIAL BARRIERS TO EATING HEALTHY



## Barriers to Eating Healthy

	Millennial Dads	Millennial Moms	Millennials w/out Kids	Non-Millennial Parents
Price of healthy foods	29%	42%	41%	39%
Lack of money	29%	44%	44%	32%
My social life often involves food/dining	17%	12%	13%	10%
Career demands	17%	10%	17%	11%

## Importance in Selecting Food: Low Price



Base: Nutrition Path: Millennial Dads (n=196), Millennial Moms (n=477), Millennials without Kids (n=587), Non-Millennial Parents (n=652)

NUTR9. What prevents you from improving or maintaining your eating habits?

NUTR7. Which of the following is most important to you when selecting food?



## CHAPTER 4:

# Millennial Dads Leverage Community to Stay Engaged

“

I've gotten a lot of benefit out of team sports. You gain mental fortitude, which translates into every work environment I've ever been in. And also having a general sense of camaraderie, and of course the health benefits of being active and fit.

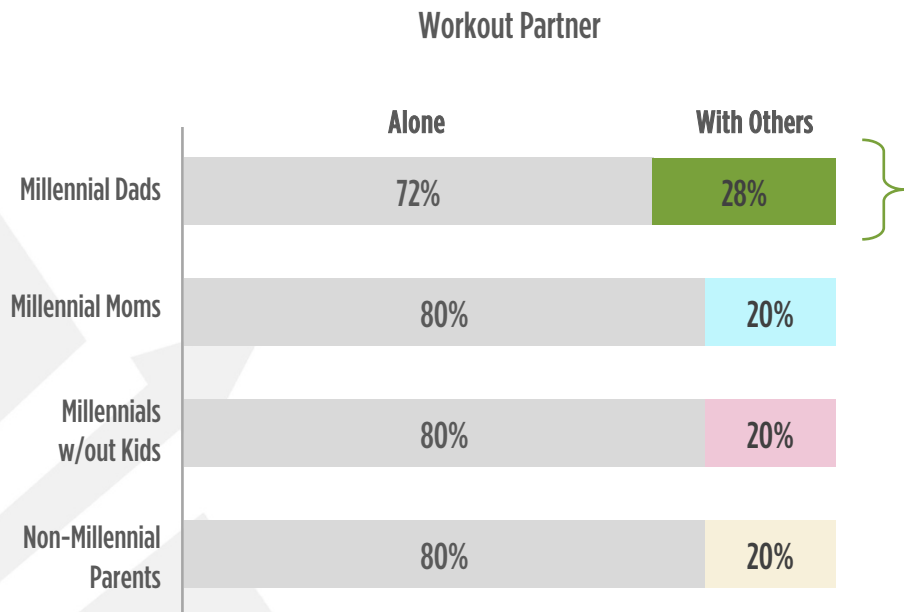
—Andy, 33

”



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## MILLENNIAL DADS ARE MORE LIKELY TO ENJOY WORKING OUT WITH A PARTNER



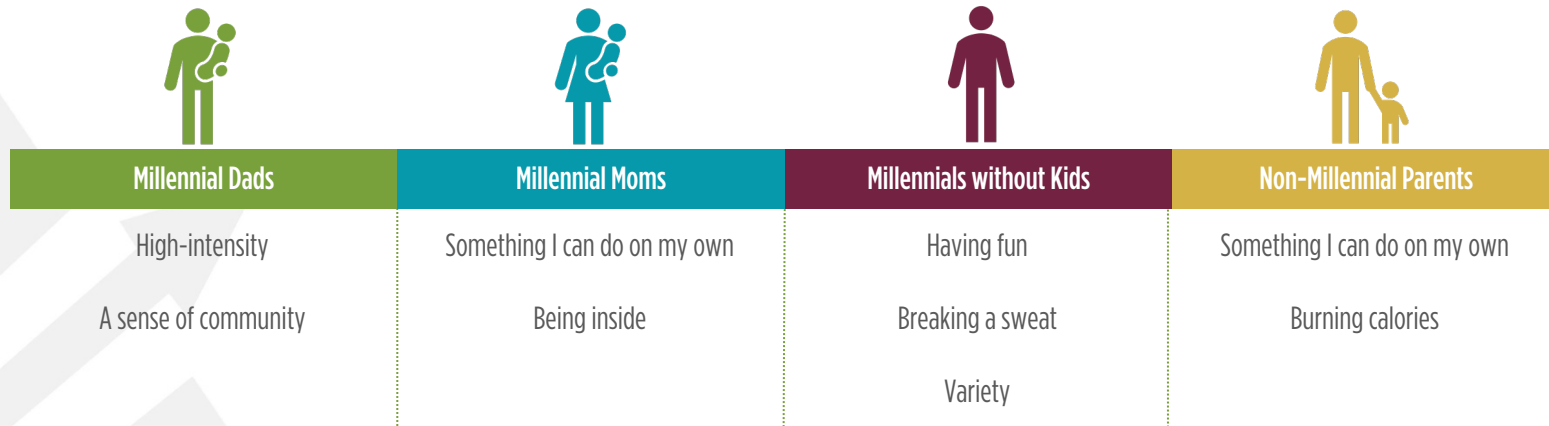
“

*Through the weekly run club I attend I've met quite a few good friends. The main motivation now is more on the social side because the running is not enough for my training anymore.*

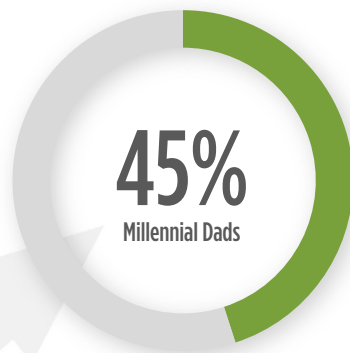
—Ryan, 35

”

## Defining Factors in Selecting a Workout



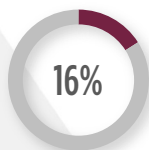
## Participated in Organized Sporting Events/Races in Past Year



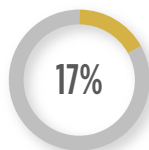
Millennial  
Moms



Millennials  
without Kids



Non-Millennial  
Parents



## Top Sports Millennial Dads Engage In



Football



Basketball



Running



Baseball



Tennis

## Top Organized Events/Races Millennial Dads Engage In



5K Races



10K Races



Charity  
Events



Half-Marathon  
Races



CrossFit  
Competitions

Base: Fitness Path: Millennial Dads (n=233), Millennial Moms (n=445), Millennials without Kids (n=608), Non-Millennial Parents (n=655)

FIT33. In the past 12 months, have you participated in any organized sporting events or races (e.g., 5K race, soccer tournament, etc.)? FIT34. What types of organized events or races have you participated in during the past 12 months?

S15. Please indicate how frequently you engage in each of the following activities when in season.

# MILLENNIAL DADS' FITNESS & NUTRITION HABITS ARE INFLUENCED BY A MULTITUDE OF SOURCES, ESPECIALLY FAMILY MEMBERS



## Influences on Fitness Participation

(extremely/very influential)

### Millennials without Kids

### Millennials Dads

41%

-

35%

31%

23%

27%

26%

18%

16%

64%

59%

51%

47%

45%

45%

39%

39%

39%

Spouse/significant other

My children

Friends

Doctor

Personal trainer/coach

Other medical or health professional

My parents

Leader or participants in my diet program

Celebrities or professional athletes

## Influences on Eating Habits

(extremely/very influential)

### Millennial Dads

### Millennials without Kids

66%

54%

49%

57%

48%

48%

45%

44%

34%

39%

-

29%

33%

20%

30%

34%

16%

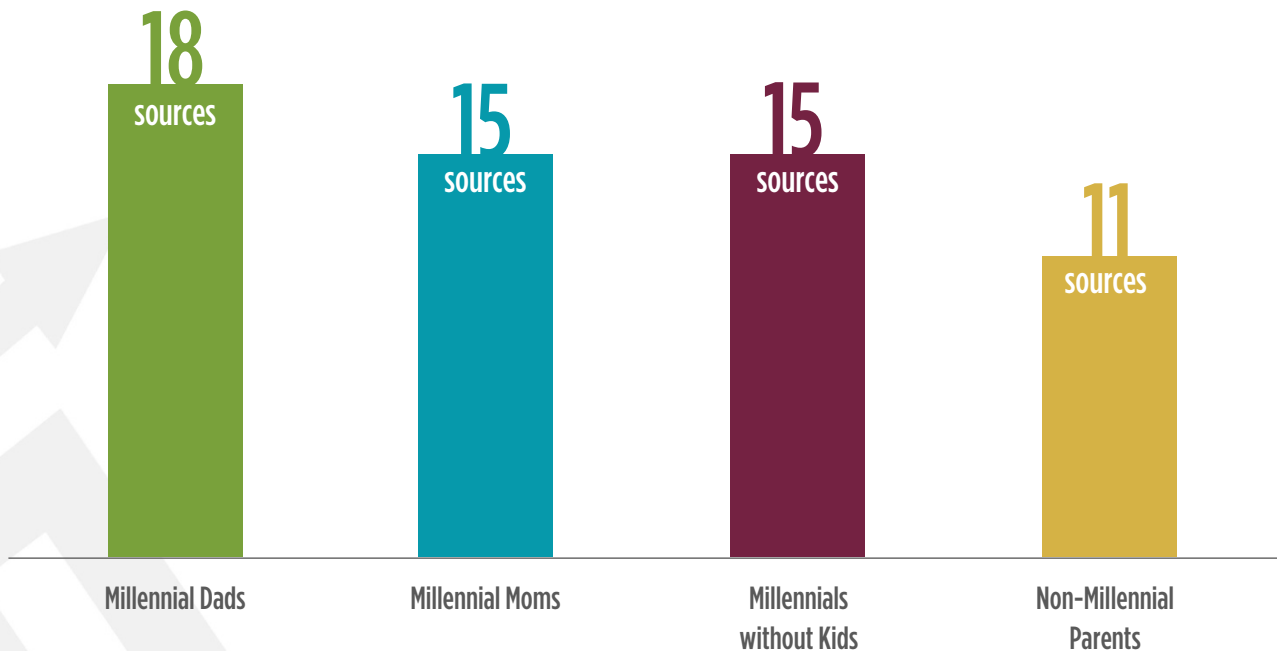
15%

Base: Fitness Path: Millennial Dads (n=233), Millennials without Kids (n=608); Nutrition Path: Millennial Dads (n=196), Millennials without Kids (n=587)

FIT2. Please indicate how influential each of the following sources are to your participation in fitness activities.

NUTR20. Please indicate the extent to which each of the following sources influences your eating habits, if at all.

### Average Number of Sources When Planning a Purchase



\*Note: Data from Murphy Research Syndicated Shopper Study 2019, across five categories; wearables, athletic footwear, craft beer, protein bars and vitamins.

Base: Millennial Dads (n=243), Millennial Moms (n=529), Millennials without children (n=647), Non-Millennial Parents (n=815)

Q14. We are going to show you some sources that you may have used before your purchase of [pipe: category]. Please drag each source to indicate whether you used the source or not when planning your purchase.



# MILLENNIAL DADS ARE FREQUENT USERS OF SOCIAL APPS & FITNESS TRACKING TECHNOLOGY

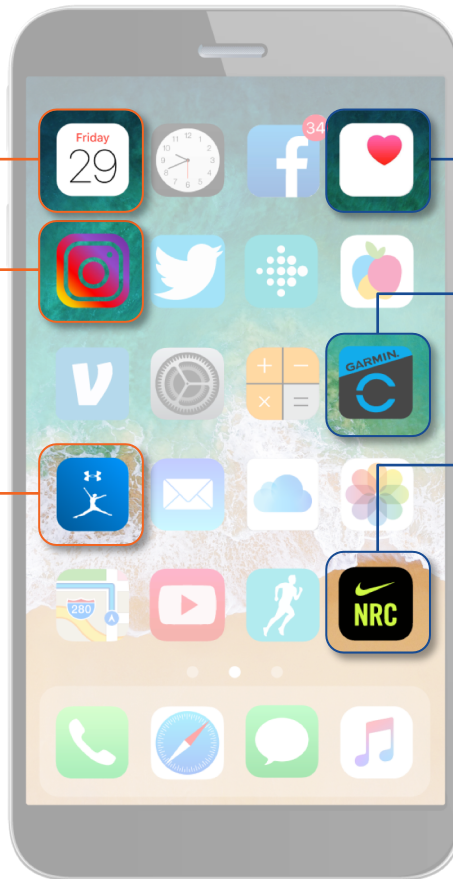


**51%** like to post pictures of their meals and beverages online

**46%** say their eating habits are heavily influenced by diet/nutrition apps

**41%** say their eating habits are heavily influenced by social media influencers

*"I follow Runner's World on Instagram and Facebook. It shares training and diet plans."*  
-Ryan, 35



**58%** view their fitness trackers daily or more often

**48%** say they like to workout with others virtually, e.g. through apps

**32%** say their fitness activities are heavily influenced by fitness tracker apps

*"I use MapMyRun to track distance of rides, and it keeps my pace and elevation to give me some milestones to hit or beat my next time out."*  
-Andy, 33



### GREATER PURCHASING POWER

- More responsible for household purchasing decisions compared to dads in other generations
- Higher fitness purchasing frequency and greater spend on fitness gear and nutrition products



### FEWER BARRIERS MEANS MORE CONFIDENCE

- Face fewer financial barriers when making fitness and nutrition purchasing decisions
- Rate their performance on key health goals as significantly higher than all others, indicating greater confidence



### SOCIAL ENGAGEMENT CREATES OPPORTUNITY FOR BRANDS

- Community and camaraderie influence Millennial Dads to engage more with organized sports, fitness tracking, and nutrition apps
- Social influences play a critical role in Millennial Dads' purchase planning and their engagement with fitness and healthy eating

## WHILE WE DISCUSS YOUR QUESTIONS...

Here's some more information about the scope of The State of Our Health study.



### Methodology

- Online survey with sample of 1,000 respondents per month
- Survey length: 45 minutes
- Teens and adults, age 13 and older
- Demographics
  - Age/generation
  - Gender
  - Marital status and household composition
  - Education
  - Employment status
  - Household income
  - Neighborhood type
  - Race/ethnicity

### Deliverables

- Comprehensive report for each topic area
  - Fitness
  - Nutrition
- Cross-topic insights reporting
- Reports are updated quarterly and include easy-to-read graphs and tables, and a summary of key findings and recommendations

#### Also available:

- Data tables and custom data cuts
- Ability to customize questions for future waves
- Qualitative insights

The FULL report of these survey results is available for purchase. For more information and to receive 10% off the report:

**Contact:** [cmurphy@murphyresearch.com](mailto:cmurphy@murphyresearch.com)

**Visit:** [www.murphyresearch.com/state-of-our-health/overview](http://www.murphyresearch.com/state-of-our-health/overview)



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